

# Home Furnishings Calendar 1951

JANUARY

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# HOME FURNISHINGS CALENDAR

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 \* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;  
 \* G - Gardens; HF - Home Furnishings; M - Miscellaneous.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 12 Just out	CONSUMER HANDBOOK DEFINING TERMS M. A convenient, pocket-book-size handbook, defining all terms usually not clearly understood by the average shopper, has been compiled by thirty active members of the Customer Advisory Committee. This Committee was formed in 1939 by John C. Williams, president of L. Bamberger & Co., to improve relations between customers and stores. It consists of representative customers and key representatives of the store. The handbook, 92 pages long, may be obtained for 35¢ a copy from Mrs. Kenneth V. C. Wallace, executive secretary of the CAC, Sixth Floor, L. Bamberger & Co., Newark, N.J. Publicity: Bert Adams, MA. (Newark) 3-6464, Ext. 2312.	CUSTOMER ADVISORY COMM. OF NEW JERSEY	L. BAMBERGER & CO. NEWARK, NEW JERSEY
Thursday July 12	NEW CLEANING PROCESS HF. A new and easy way to clean the new nylon velvet and upholstery materials has been tested by decorators and reported to F. Schumacher & Co. Shampoo lightly with plain water for most stains, and if that doesn't work, add a little detergent such as is used for washing dishes. This will even remove grease spots and shoe polish stains. Nylon velvet is non-combustible and comes in many colors. Publicity: Ruth R. Maybank, Philip Schuyler, LE. 2-7800.	WAVERLY FABRICS	60 WEST 40TH STREET
July 13- July 20	F. NATIONAL ICED TEA TIME. SPONSOR: TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N.Y.		
July 15- July 17	HF. AMARILLO GIFT SHOW, HERRING HOTEL, AMARILLO, TEXAS. CONTACT: ANN HOWELL, c/o CHAMBER OF COMMERCE, AMARILLO, TEXAS.		
July 15- July 17	HF. NATL. ASSN. OF VARIETY STORES TRADE SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
July 15- July 20	HF. NATIONAL CHINA, GLASS AND POTTERY SHOW, HOTEL NEW YORKER, N.Y.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, MU. 9-7147.		
Sunday July 15 Just out	NEW GLASSWARE LINE HF. A new hostess glassware set called "Treasure Island", designed by Freda Diamond, Libbey design consultant, will be presented during the New York China, Glass and Pottery Show. The pattern will be available to retailers for Fall promotion and consists of nine matching stemware and tumbler sizes. The "Treasure Island" designs will be offered for other products used in home entertaining. Among these: a special Kentucky Tavern gift decanter by Glenmore, and possibly harmonizing place mats, playing cards and so forth. Publicity: Ardelle Coleman, Steve Hannagan, PL. 5-2900.	LIBBEY GLASS	HOTEL NEW YORKER



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Sunday July 15- July 20	NEW COLOR TO APPEAR <u>HF.</u> During the National China, Glass and Pottery Show, Iroquois China Co. of Syracuse, N.Y. will introduce for the first time the new "Ripe Apricot" color in Russel Wright's Casual China. Publicity: Martin Schrader, Alfred Auerbach Associates, CO. 5-7805.	IROQUOIS CHINA CO.	HOTEL NEW YORKER
Sunday July 15- July 20	PREVIEW OF NEW MILK GLASS <u>HF.</u> During the China, Glass and Pottery Show, the U.S. Glass Co. will display a new line of milk glass. Tiffin Glassmakers' exhibits in the same show will include the 1951 Tiffin Collection of fine crystal table pieces, vases and bowls and a completely new series of stemware patterns in modern and traditional designs. Publicity: Florence Brobeck, MU. 8-8197.	U.S. GLASS CO.	NEW YORKER HOTEL
<u>WEEK BEGINNING MONDAY, JULY 16, 1951</u>			
Monday July 16- July 20	WESTERN FURNITURE MARKET <u>HF.</u> "Profit Through Change" is the theme of this year's Market. The following special events will be held. Monday, July 16, Furniture Club Dinner Dance at 8 P.M. in the Venetian Room of the Fairmont Hotel. Open to Club members, their manufacturers and furniture retailers. Address Exec. Secty. Furniture Club of Northern Calif., 1355 Market St., San Francisco, Tuesday, July 17, Western Furniture Forum and Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of the furniture industry. Wednesday, July 18, Toy Club Trade Luncheon at 12 noon in Green Room. All members of toy and juvenile goods trade are invited. Address M. Sweyd or Bob Hotlermann of the Club. Also on July 18, Western Radio-TV and Appliance Trade Dinner at 6 P.M. in Mart Club Auditorium. Open to all members of trade. Contact: A. Cameron Ball, 1355 Market Street, San Francisco, California.	FURN. EXCHG. & MDSE. MART	SAN FRANCISCO
July 16- July 20	<u>HF.</u> FURROW ANTIQUE SHOW, SHIRLEY-SAVOY, DENVER, COLORADO. CONTACT: MR. G. FURROW, 1509 SO. ALBERT PIKE, FORT SMITH, ARKANSAS.		
July 16- July 22	<u>HF.</u> EDMONTON EXHIBITION, EXHIBITION GROUNDS, EDMONTON, ALBERTA, CANADA. CONTACT: MISS B. BANNERMAN, EDMONTON GARDENS, EDMONTON, ALBERTA, CANADA.		
Monday July 16	PRESS PREVIEW <u>HF.</u> Six new rooms settings, under the title, "Flexible Furniture for Today's Living", will be shown to the press on this date. These settings in A & S Contemprarma, 6th floor, feature three new groups of Modern furniture. The room settings will be open to the public on July 23rd. Publicity: Susan Trowbridge, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Tuesday July 17 5:00 P.M.- 7:00 P.M. Cocktails	PRODUCT PRESENTATION <u>HF.</u> New products of this manufacturer will be shown at a cocktail party during the Music Show in Chicago. Party will be held in private dining room No. 18, by invitation only. Contact: The Magnavox Company, Fort Wayne 4, Indiana.	THE MAGNAVOX COMPANY FORT WAYNE 4, INDIANA	PALMER HOUSE CHICAGO, ILLINOIS
July 22- July 24	<u>HF.</u> CENTRAL WESTERN MKT. ASSN. FASHION WEEK, PAXTON HOTEL, OMAHA, NEBR. CONTACT: DAVE KATZ, PARLOR H. PAXTON HOTEL, OMAHA 2, NEBR.		
July 22- July 26	<u>HF.</u> KANSAS CITY GIFT SHOW, KANSAS CITY, MISSOURI. CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
July 22- July 27	<u>HF.</u> NATIONAL DOMESTICS AND LINEN SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G. R. WIGFALL, LANSDALE, PENNSYLVANIA.		
July 22- July 27	<u>HF.</u> NEW YORK CURTAIN AND DRAPERY SHOW, HOTEL NEW YORKER, NEW YORK, N.Y. CONTACT: MRS. G. R. WIGFALL, NATL. EXHIBITORS, LANSDALE, PENNSYLVANIA.		
July 22- July 27	<u>HF.</u> CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CALIF.		

WEEK BEGINNING MONDAY, JULY 23, 1951

July 23- July 26	<u>HF.</u> SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDIT., ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., N.W. ATLANTA, GA.		
July 23- July 27	<u>HF.</u> NORTHWEST FURNITURE MARKET, SEATTLE, WASHINGTON. CONTACT: A. M. CARNEY, 1803 N. LIFE TOWER, SEATTLE, WASHINGTON.		
July 23- July 28	<u>HF.</u> SASKATOON INDUSTRIAL EXHIBITION, EXHIBITION GROUNDS, SASKATOON, CAN. CONTACT: S. N. MACEACHERN, BESSBOROUGH HOTEL, SASKATOON, SASK., CANADA.		
Tuesday July 24 12:00 M.	PRESS LUNCHEON <u>HF.</u> A preview for the press of Daystrom's Model Rooms showing their 1952 furniture line and highlighting New wood Sets will be held in the Perroquet Suite. Rooms will be available all day, July 24, for photographing. Cocktails at 12 o'clock; luncheon at 1 P.M. By invitation only. Anyone interested in tie-in publicity please contact: Mary Elizabeth Talmadge, Young & Rubicam, MU. 9-5000.	DAYSTROM CORP.	WALDORF-ASTORIA
Wednesday July 25 5:00 P.M.- 7:00 P.M.	PRESS SHOWING <u>HF.</u> Modern fireplace accessories designed by George Nelson for the Howard Miller Clock Company will be presented to the press at the Nelson Studio at the above address. By invitation only. Publicity: Albert M. Leach, Alfred Auerbach Associates, CO. 5-7805.	HOWARD MILLER CLOCK CO.	20 WEST 55TH STREET
July 25- July 31	<u>HF.</u> OCEAN CITY ANTIQUE SHOW, LINCOLN HOTEL, OCEAN CITY, NEW JERSEY. CONTACT: MRS. DORA E. SEELEY, AMBLER, PENNSYLVANIA.		
July 27-29	<u>HF.</u> HERSHEY FAIR, HERSHEY GOLF CLUB, HERSHEY, PENNSYLVANIA.		
July 29- Aug. 2	<u>HF.</u> NATIONAL ASSN. OF CREDIT JEWELERS SHOW, STEVENS HOTEL, CHICAGO, ILL. CONTACT: GEO. E. GOGAN, 812 OLIVE ST., ST. LOUIS 1, MISSOURI.		
July 29- Aug. 3	<u>M.</u> NATIONAL LUGGAGE & LEATHER GOODS SHOW, NEW YORKER HOTEL. CONTACT: JACK CITRONBAUM, 200 FIFTH AVENUE, NEW YORK.		

ADVANCE DATES AND NOTICES

July 30- Aug. 3	<u>M.</u> CHICAGO MERCHANDISE FAIR, PALMER HOUSE, CHICAGO, ILLINOIS. CONTACT: WALTER J. KENNEY, 200 FIFTH AVENUE, NEW YORK 10, N.Y.		
July 30- Aug. 10	<u>HF.</u> CHICAGO GIFT SHOW, EASTERN MFRS. & IMPRTS. EX., PALMER & LASALLE, CHICAGO, ILL. CONTACT: GEO. F. LITTLE, 220 FIFTH AVE., NEW YORK 1, N.Y.		
July 30- Aug. 11	<u>HF.</u> GIFT SHOW & CHINA GLASSWARE & POTTERY MKT., MERCHANDISE MART, CHI. CONTACT: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILL.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 2- Aug. 5	M. 22ND ANNUAL CHICAGOLAND MUSIC FESTIVAL, STEVENS, CHICAGO, ILLINOIS. CONTACT: PHILIP MAXWELL, CHICAGO TRIBUNE, CHICAGO, ILLINOIS.		
Aug. 5- Aug. 9	HF. GIFT, STATIONERY, LAMPS, HOUSEWARES SHOW, PALACE HOTEL & CIVIC AUDITORIUM, SAN FRANCISCO, CAL. CONTACT: KAY LEBER, 1355 MARKET ST., S.F., CAL.		
Aug. 5- Aug. 9	HF. ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Monday Aug. 6 4:30 P.M.- 7:00 P.M. Cocktails	NEW LINE GLASS FURNITURE NEW ERA GLASS CO., INC. 315 EAST 47TH STREET HF. <u>Note Postponement of Date.</u> The New Era Press Party, originally scheduled for July 5, has been tentatively postponed to this date. At this time the new line of occasional glass furniture, designed by Paul McCobb exclusively for this company and distributed nationally by B.G. Mesberg, will be presented to the press in arrangements created by Mr. McCobb. Publicity: Virginia Durdick, Virginia Burdick Pub. Rel., OR. 4-6462.		
Aug. 11- Aug. 18	M. INTERNATIONAL TRADE FAIR, LEOPOLDVILLE, BELGIAN CONGO. CONTACT: SEC. OF THE 4EME DIR. GEN. AFFAIRES ECONOMIQUE, KEOPOLDVILLE, KALINA, BELGIAN CONGO.		
Sunday Aug. 12- Aug. 14	PORTLAND GIFT & ART SHOW WESTERN MERCHANDISE EXHIBITORS ASSN. HOTEL PORTLAND PORTLAND, ORE. HF. <u>Please Note Change of Date.</u> Due to the fact that the Portland Hotel will be demolished, starting August 16th, this gift show, formerly scheduled for August 26 through 29, will be held at this earlier time. The San Francisco and Seattle show dates remain unchanged. Contact: Kay Leber, Show Mgr., Space 958, 1355 Market St., San Francisco 3, Calif.		
Aug. 12- Aug. 16	HF. AMERICAN NATL. RETAIL JEWELERS ASSN., WALDORF ASTORIA, NEW YORK CITY. CONTACT: CHARLES T. EVANS, SECTY, 551 FIFTH AVENUE, NEW YORK 17, N.Y.		
Aug. 12- Aug. 15	HF. PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PA. CONTACT: JOHN M. HAMMER, KNOX, PENNSYLVANIA.		
Aug. 13- Aug. 16	F. NATIONAL FOOD DISTRIBUTORS SHOW, SHERMAN HOTEL, CHICAGO, ILLINOIS. CONTACT: EMMET J. MARTIN, 110 N. FRANKLIN ST., CHICAGO, ILLINOIS.		
Aug. 14	V-J DAY (TUESDAY)		
Aug. 14- Aug. 17	HF. ASHVILLE ANTIQUES FAIR, MUNICIPAL AUDITORIUM, ASHVILLE, TENNESSEE. CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N. Y.		
Aug. 15- Aug. 22	M. CORNISH INDUSTRIES FAIR, TRURO, ENGLAND. CONTACT: CORNISH INDUSTRIES FAIR, HIGH CROSS, TRURO, ENGLAND.		
Aug. 15- Aug. 30	HF. INDUSTRIAL FAIR OF ITALY, GRAND CENTRAL PALACE, NEW YORK, N. Y. CONTACT: FRED PITTERA, SHELTON HOTEL, SUITE 206, NEW YORK, N. Y.		
Aug. 15- Sept. 15	F. CHERRY PIE TIME. SPONSOR: NATL. RED CHERRY INST., 332 S. MICHIGAN AVENUE, CHICAGO 4, ILL.		
Aug. 19- Aug. 21	M. NATL. ASSN. OF VARIETY STORES SHOW, ATLANTA, GEORGIA. CONTACT: MARVIN E. SMITH, 1461 MERCHANDISE MART, CHICAGO, ILLINOIS.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Aug. 19- Aug. 22	<u>HF.</u> WESTERN HOUSEWARES SHOW, BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES 15, CALIF.		
Aug. 19- Aug. 23	<u>HF.</u> SEATTLE GIFT, LAMPS, HOUSEWARES SHOW, OLYMPIC HOTEL, SEATTLE, WASH. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Aug. 19-24	<u>HF.</u> REGISTERED CALIFORNIA GIFT & DINNERWARE SHOW, HOTEL McALPIN, NEW YORK		
Aug. 20- Aug. 24	<u>HF.</u> NEW YORK GIFT SHOW, HOTELS NEW YORKER AND STATLER, NEW YORK, N.Y. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Tuesday Aug. 21- Aug. 22	SPRING LEATHER SHOW <u>HF.</u> At this showing of top leathers there will be a good representation of manufacturers of upholstery leathers and leathers for lamps, desk sets, wastebaskets and other decorative accessories. Contact: Leif C. Kronen, 100 Gold Street, BE. 3-0494.	TANNERS' COUNCIL OF AM.	WALDORF-ASTORIA
Aug. 21- Sept. 3	<u>F.</u> FOOD SHOW AT CINCINNATI ZOO, CINCINNATI, OHIO. CONTACT: J. F. HENSER, 3400 VINE STREET, CINCINNATI 29, OHIO.		
Aug. 22- Sept. 3	<u>M.</u> PACIFIC NATIONAL EXHIBITION, EXHIBITION PARK, VANCOUVER, B.C., CANADA. CONTACT: V. BEN WILLIAMS, GEN. MGR., EXHIBITION PARK, VANCOUVER, B.C.		
Aug. 24- Sept. 8	<u>M.</u> CANADIAN NATIONAL EXHIBITION, EXHIBITION PARK, TORONTO, CANADA. CONTACT: ROBERT J. DIXON, ELWOOD HUGHES, EXHIBITION PARK, TORONTO, CANADA.		
Aug. 25- Aug. 30	<u>HF.</u> CLEVELAND GIFT SHOW, CLEVELAND, OHIO. CONTACT: JOHN HAMMER, KNOX, PENNSYLVANIA.		
Aug. 25- Sept. 9	<u>M.</u> ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM, SWEDEN. CONTACT: A/B ST. ERIK'S INTERNATIONAL FAIR, STOCKHOLM 26, SWEDEN.		
Aug. 26- Aug. 29	<u>HF.</u> OHIO STATE GIFT SHOW, DESHLER WALLICK, COLUMBUS, OHIO. CONTACT: WALTER E. OFFINGER, MGR., 15-117 MERCHANDISE MART, CHICAGO, ILL.		
Friday Aug. 31	DIRECT MAIL CONTEST <u>AP.</u> Entries for the 1951 Best of Industry Direct Mail Contest close on this date. The complete instruction sheet will be mailed at once to anyone interested. Address: DMAA, 17 East 42nd St., New York 17, N.Y.	DIRECT MAIL ADV. ASSN.	17 EAST 42ND STREET
Aug. 31- Sept. 9	<u>M.</u> QUEBEC PROVINCIAL EXPOSITION, EXPOSITION PARK, QUEBEC CITY, CANADA. CONTACT: EMERY BOUCHER, DIRECTOR COLISEUM, EXPOSITION PARK, QUEBEC, CAN.		
Saturday Sept. 1- Sept. 30	BETTER BREAKFAST MONTH <u>F.</u> The month of September, when children start back to school, has been designated as "Better Breakfast Month" with the aim of promoting the sale of breakfast cereals and of persuading the American people to start their day with an adequate and well-balanced meal. Contact: Toni DeLay, Cereal Institute, Inc., 135 South La Salle Street, Chicago 3, Illinois.	CEREAL INSTITUTE, INC.	COUNTRYWIDE
Sept. 2- Sept. 5	<u>F.</u> HOUSTON FOOD FAIR, SHAMROCK HOTEL, HOUSTON, TEXAS. CONTACT: TOM CLOUD, 2621 TRAVIS STREET, HOUSTON, TEXAS.		



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Sept. 2- Sept. 6	M. FRANKFURT INTERNATIONAL TRADE FAIR, FRANKFURT, GERMANY. CONTACT: SECRETARY, MESSE-AMT-FRANKFURT-AM-MAIN, GERMANY.		
Sept. 2- Sept. 7	HF. DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS. CONTACT: FRED SANDS, 3108 SO. JOPLIN ST., TULSA, OKLAHOMA.		
Sept. 2- Sept. 7	HF. ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS. CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE STREET, LOS ANGELES 14, CAL.		
Sept. 3	LABOR DAY (MONDAY).		
Sept. 3- Sept. 6	HF. YORK ANTIQUES SHOW, Y.M.C.A., YORK, PENNSYLVANIA. CONTACT: MABEL I. RENNER, 483 WEST MARKET STREET, YORK, PENNSYLVANIA.		
Sept. 3- Sept. 7	HF. BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASSACHUSETTS. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVE., N.Y.C., MU. 9-7147.		
Sept. 4- Sept. 8	HF. DETROIT GIFT SHOW, HOTELS BOOK CADILLAC AND STATLER, DETROIT, MICH. CONTACT: WALTER E. OFFINGER, 15-117 MERCHANDISE MART, CHICAGO 54, ILL.		
Thursday Sept. 6 5:30 P.M. Cocktails	PRESS PARTY HF. A party for the press, by invitation only, will be held to mark the opening of Saks' new Gift Shop at the address above. Publicity: Carolyn Haight, Pub. Mgr., PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	14 EAST 50TH ST.
Thursday Sept. 6- Sept. 7	REGISTRATION PERIOD HF. Candidates for admission to this school must complete admission formalities on these days. The course consists of two semesters of seventeen weeks each. Tuition for the year is \$500. Applications for admission should be made as early as possible. Address: Registrar, Parsons School of Design, 136 East 57th St., New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 8- Sept. 23	M. INTERNATIONAL INDUSTRIES FAIR, PALAIS DES EXPOSITIONS, GHENT, BELGIUM. CONTACT: G.E. ORLEY, AM. MERCHANDISE MART, 411 FINANCE BLDG., PHILA.2, PA.		
Sept. 8- Sept. 23	M. LAUSANNE TRADE FAIR, LAUSANNE, SWITZERLAND. CONTACT: COMPTOIR SUISSE, PLACE DE LA REPOONE 5, LAUSANNE, SWITZERLAND.		
Sept. 9- Sept. 16	HF:B. NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONNECTICUT AVE., WASH.6, D.C.		
Sept. 9- Sept. 16	M. VIENNA AUTUMN FAIR, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N.Y.		
Sept. 9- Sept. 18	M. COLOGNE TRADE FAIR, COLOGNE, GERMANY. CONTACT: U. S. GERMAN CHAMBER OF COMMERCE, 11 BROADWAY, NEW YORK 4, N. Y.		
Sept. 10- Sept. 15	HF. FALL 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Sept. 11- Sept. 20	M. INTERNATIONAL TRADE FAIR, UTRECHT, HOLLAND. CONTACT: L. SMILDE, 41 EAST 42ND STREET, ROOM 721, NEW YORK 17, N.Y.		



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Sept. 11- Sept. 20	M. ROYAL NETHERLANDS INDUSTRIES FAIR, UTRECHT, HOLLAND. CONTACT: W. FRIEDHOFF, NETHERLANDS CHAMBER OF COMMERCE, 117 PARK ST., LONDON W. 1, ENGLAND.		
Sept. 12- Sept. 25	F. INTERNATL. CANNED & PRESERVED FOODS EXHIBITION, PARMA, ITALY. CONTACT: ITAL. CHAMBER OF COMMERCE, 652 GRAND BLDGS., LONDON W.C. 2, ENG.		
Sept. 15- Oct. 1	M. MARSEILLE INTERNATIONAL TRADE FAIR, MARSEILLE, FRANCE. CONTACT: EMILE GARDEN, 15 MOORE ST., NEW YORK 4, N.Y.		
Sept. 16- Sept. 19	HF. DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Sept. 16- Sept. 20	HF. PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 16- Sept. 22	HF. INDUSTRIAL ARTS SHOW, EASTERN STATES EXPOSITION, WEST SPRINGFIELD. CONTACT: C. A. NASH, 1305 MEMORIAL AVENUE, WEST SPRINGFIELD, MASS.		
Sept. 16- Oct. 3	M. INTERNATIONAL FAIR, THESSALY, SALONIKA. CONTACT: FOIRE INTERNATIONALE DE THESSALONIKI, SALONIKI.		
Sept. 16- Oct. 7	B:HF. CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL, CHICAGO, ILLINOIS. CONTACT: INFORMATION DIV., ADV. DEPT., CHICAGO TRIBUNE, CHICAGO, ILLINOIS.		
Sept. 20-29	HF. HOME FASHION TIME, COUNTRYWIDE.		
Sept. 20- Sept. 30	HF. FURNITURE AND HOME FURNISHINGS SHOW, GRAND CENTRAL PALACE, NEW YORK. CONTACT: S. R. ELTON, 134 LEXINGTON AVENUE, NEW YORK 16, N.Y., MU.5-0218.		
Sept. 23- Sept. 27	HF. WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 25- Sept. 30	B:HF. WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, NEW YORK. CONTACT: R. A. DURK, 201 MAIN STREET, WHITE PLAINS, NEW YORK.		

#### MUSEUM, GALLERY & GARDEN NEWS

Saturday July 14	<p>TRIBUTE TO PARIS</p> <p>G. On this date, Bastille Day, a bouquet of fresh flowers, representing the 48 states, 2 territories and the District of Columbia, will be flown to Paris by Air France as a birthday greeting. It will also serve as an announcement of the forthcoming gift to her on September 20th of a permanent collection of the official flowers of the United States, its Territories and the District of Columbia which will be flown by each state at the peak of their blooming to the New York Botanical Garden. There they will be preserved and mounted under glass in duplicate so that one collection may be sent to Paris at the same time that the other is put on display here. The exhibit here will be held at Grand Central Palace, September 20 to 30, at the National Home Furnishings Show, under the title, "151 Flower Festival for Paris." Publicity: Ruth Caviston, 801 Madison Avenue, New York 21, N.Y., RH. 4-5767.</p>	<p>N.Y. BOTANICAL GARDEN</p> <p>BRONX PARK, N.Y.</p>
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DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For Archway Press, 41 West 47th Street, New York 19, N.Y.

This publishing house is working on a table setting and flower arranging book to be called "The Hostess Book". Glossies and complete information on suitable material will be welcome. Address Mrs. Ernst Reichl.

For The Cincinnati Enquirer, Cincinnati, Ohio

This newspaper will publish its next semi-annual supplement on interior decoration on Sunday, Sept. 23. New trends in colors, fabrics, wallpaper and floor coverings, as well as the new creations of furniture designers in various American markets will be featured. Art and copy, accompanied by local outlets whenever possible, will be welcome. Deadline is August 25th. Address (Mrs.) Mary Gorey Hagen, Woman's Page Editor.

For Casa y Jardines, Sarmiento 643, Buenos Aires, Argentina

The spring and summer issues of this publication are now under preparation. All types of glossy photographs relating to outdoor living and dining are requested, as well as garden photographs and interior designs. Address, Mr. E. Luis Muzio, Editor.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below.

Everywoman's Magazine, Inc., 16 East 40th Street, New York 16, N.Y.

Please note change of address given above.

Hardware Age, 100 East 42nd Street, New York 17, N.Y.

Eleanor Hatch is now the editor handling new products for this publication.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

\* \* \* \* \*

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

\* \* \* \* \*

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. Plaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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